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EXPERIENCE

We Are Social, Greater New York Area, NY
Head of Talent Acquisition, US

2014- Present

We Are Social is a global social media agency with offices in New York, London, Paris, Milan, Munich, Singapore, Sydney & São Paulo. We help brands to listen, understand and engage in conversations in social media. We Are Social is a new kind of agency that combines an innate understanding of social media with digital, PR and marketing skills. With an international team of over 500, **the people I hire work with clients worldwide including Beats by Dre, Gap, Inc., (Banana Republic, Old Navy, Netflix, Reebok, adidas, Heinz, Unilever, Heineken, eBay, Jaguar, Intel and Expedia** on global, regional and local projects.



- Responsible for driving and implementing the Recruitment strategy.
- Lead and coordinate recruitment activity across the various disciplines.
- Establish a broad database of industry knowledge for the agency.
- Create and implement the appropriate methodology for attracting the top talent for each position.
- Overseeing and managing the agency's social media recruitment platforms.
- Together with the Managing/ Director, develop and execute on innovative and cost-effective hiring strategies to meet talent objectives and enable critical roles.
- Build and develop trust and confidence across the Agency as a whole, particularly with those that are frequent Hiring Managers.
- To build strong relationships with both Agencies and Media Providers.

Havas Media Group, Greater New York Area, NY
Sr. Business Advisor, Talent Acquisition | Media Recruiter

2013- 2014

Havas Media is the main media brand of Havas Media Group & operates in 126 countries. Havas Media unites brands & people through meaningful connections & drive business success. Servicing clients through a portfolio of specialist teams that span media, strategy, international management, digital, mobile, social media, experiential, entertainment & sports. The simplified & integrated structure has allowed Havas Media to build one of the most agile & responsive global teams in the industry.

- Specialize in recruiting in the following disciplines:
Ad Ops, Analytics & Insights / Web Analytics / Data Analytics, Client Accounting - Corporate Finance, Data Management, Display, Administrative Support, Operations - Executive Management (C-Level Roles), Digital Ad Sales, Account Services, Creative, Copy, Art Direction, Design & Production, Interactive, Events, Marketing, Public Relations, Product Development, Software Development, Business Development, Media Buying, Media Planning, Strategy, Multimedia, SEM / SEO / PPC, Paid Search, Paid Social, Studio, Usability, Project Management, Programmatic Media Buying, IT Technology, Software Engineering, -Web Design, Web Development (Front-End / Back-End, Web UI Engineers), User Experience
- Consulted senior advertising executives & leaders on HR & Talent Development & day-to-day process management
- Generated briefs for projects, consulted agency startups, & created/managed project timelines
- Talent Acquisition lead on major international & national client brand accounts
- In a year's time 28,274 Visits to my career page, 61,391 page views, 2.17 pages/visits, brought 58.99% of new visits to the site
- My Social Network of 11K+: Referrals: 25,877 (89.37%), Jobclicks 1349
- Digital Trends lead: presenting Google & LinkedIn Analytics, providing recommendations based off of analytics, & providing a summary of current digital trends both in the job market.
- Managed the entire recruitment process: collaborated with hiring manager, sourced talent, vetted candidates, coordinated interviews, solicited feedback, negotiated salary & presented offers
- Leveraged personal database & pre-established industry contacts to build a perpetual pipeline of candidates & demonstrated ability to assess talent across a variety of disciplines
- Drove & facilitated the full interview process with the hiring managers to ensure quality of selection & timeliness of the search
- Provided interview feedback to all external candidates
- Understood Recruitment as casting; strategically put the right candidate in the right role
- Managed the hiring process, from drawing up the contract, conducting reference & background checks & notified proper parties for initial on boarding



- Attended industry events & portfolio reviews on behalf of Havas
- Used digital recruiting experience, & the ability to consistently identify & engage talented candidates across all disciplines within an agency environment including Account Management, Programmatic Strategy, Social Media & Analytics
- Ability to adapt quickly to changing priorities & interact with all levels of management & associates; experience working directly with Department Heads & Business Leads
- Experience recruiting in advertising/digital agencies
- Agencies within include: Cake Group, Socialyse, Socialistic, Mobext, AFFIPERF, ignition, Artemis, MPG, Media Contacts, etc.
- Proud to have been able to work with many brands including: Yahoo!, Emirates Airlines, IKEA, Louis Vuitton Hennessy Group, DISH, Fidelity, Remy, McDonalds, Sears, Dannon, Volvo, Kmart, Huntington Bank, Autozone, Avocados of Mexico, Reynolds, Tyson, Choice Hotels, Carnival, Otsuka, Blue Cross Blue Shield, Phillips, Christian Dior, Seagate, Robert Half, just to name a few...

IBT Media | Newsweek, Greater New York Area, NY
Head of Talent Acquisition + Human Resources

2011- 2013

- Developed a talent acquisition strategy that supported the business goals & recognized marketplace trends.
- Defined the hiring process & acquired top talent & ensured that it was well executed.
- Managed all recruiting efforts to meet the company & department hiring goals.
- Collaborated with the marketing team to promote IBT Media as an employer of choice.
- Developed a Talent Management & Retention process to foster career development for all employees.
- Refined standard performance assessments & ensured they were executed company-wide.
- Developed & executed leadership & management training.
- Defined the strategy to maintain the company culture as the organization grew.
- Defined & executed a plan that resulted in maximum engagement of current & new employees.
- Spearheaded the company's social media following on website & social media channels.
- Developed a robust benefits strategy that employees took full advantage of
- Researched & selected the appropriate vendors & partners to deliver benefits.
- Benefits administration for employees & promotion to prospective employees.
- Developed & implemented human resources policies & procedures as needed to support the company's objectives, & managed human resources operations including employment, compensation & benefits, labor relations, training & development.
- Developed HR policies & procedures & worked together with legal counsel to ensure that the policies & procedures complied with federal & state law
- Developed & maintained a human resources system that met top management info & record needs
- Prepared budget of human resources operations. Administered compensation & benefits program, performance review program, training & development program
- Oversaw the analysis, maintenance, & communication of records required by law
- Conducted people analytics & made valuable proposals to business team
- Conducted salary surveys within labor market to determine competitive compensation
- Represented organization at personnel-related hearings & investigations

IBT MEDIA



Lutheran Senior LIFE at Jersey City, Greater New York Area, NY
Interim Marketing Director Overall supervision & direction of marketing department.

2010- 2011

- Planned & coordinated all advertising campaigns, participated in various hospital committees
- Monitored market share & adjusted marketing campaigns as needed.
- Maintained close contact with the physicians, public, public officials, media, & corporations.



Goodwill Industries | GoodTemps (Staffing Agency), Greater New York Area, NY
Director of Employment Services | HR

2009- 2010

- Oversaw employee relations, training & performance management




NBC Universal TV Network, Greater New York Area, NY
MBA Graduate Management Associate

2009 Year

- Rotated within the NBC syndicated operating organization & across NBC to gain a deeper understanding of products, content, strategy, & revenue
- Received exposure to leaders at NBC & obtained insight into what leaders are responsible for day to day.
- My areas of interest were Ad Operations, Media, Audience Development, Research, Global Strategy &



<p>Business Operations, Business Development, Partnerships, Project Management, Human Resources, Finance, & Corporate Business Development.</p> <ul style="list-style-type: none"> Presented program ideas for new shows in weekly team meetings Worked with Audience Development in email blasts, which solicit public interest 	
<p>Bollinger Insurance Arthur J. Gallagher & Co., Greater New York Area, NY</p> <p>Rotational Leadership Development Intern Management Associate</p>	<p>2004-2009</p>
<ul style="list-style-type: none"> Developed trust & credibility with insurance team & sales management by maintaining a high level of confidentiality. Developed & maintained relationships with internal sales producers & external brokers to provide expertise in process & technologies. Rotated across various functional roles within the organization including: Personal Insurance, Golf & Country Club Insurance, Business Insurance, Student Accident, Life & Health Insurance, College Medical, Risk Management Services, Employee Benefits Programs, Sports Insurance Programs 	

EDUCATION

<p>Graduate School of Management – Metropolitan College, New York, NY</p> <p>Masters of Business Administration (MBA)</p> <p>Global Media Management</p>	<p>Earned Degree</p>
<p>School of Business - Montclair State University, Montclair, NJ</p> <p>Bachelor of Science, Business Management</p>	<p>Earned Degree</p>